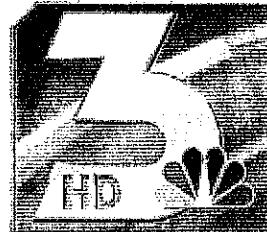


ORDER



KSJV

Orders	Order / Rev:	104403	
	Alt Order #:	06832083	KSNV
	Product Desc:	HELLER FOR SENATE	
	Estimate:		
	Flight Dates:	10/10/12 - 10/16/12	Amy McCreary
	Original Date / Rev:	07/18/12 / 10/01/12	BLPHI
	Order Type:	GENERAL	National
Agency	Name:	Strategic Media Services, Inc.	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		3299 K St. NW	EOM/EOC
		Washington, DC 20007	15%
Advertiser	Name:	Heller, Dean for U.S. Senate	<i>Revised</i>
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/16/12	132	\$78,225.00	\$66,491.25	October 2012	132	\$78,225.00	\$66,491.25	0.00
					Totals	132	\$78,225.00	\$66,491.25	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	29%	\$78,225.00
Market	100%	\$269,741.38

A set of small, light-gray navigation icons typically found in LaTeX Beamer presentations, including symbols for back, forward, search, and table of contents.

CABLE

CABLE		0%	\$0.00
KBLR		0%	\$0.00
KFBT		0%	\$0.00
KINC		0%	\$0.00
KLAS	26%	\$70,132.76	
KLVX	0%		\$0.00
KSNV-	0%		\$0.00
KTNV	18%	\$48,553.45	
KTUD	1%		\$2,697.41
KVVU	24%	\$64,737.93	
KVWB	0%		\$0.00
LV1	0%		\$0.00
UNKWN	2%		\$5,394.83

Order / Rev: 104403
Alt Order #: 06832083
Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	--WTF--		:30	6	\$300.002	0.00	NM		6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 6 \$300.00 0.00															
E 2	KSNV	10/15/12	10/16/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	MT-----		:30	4	\$300.002	0.00	NM		4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 4 \$300.00 0.00															
E 3	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	MT-----		:30	4	\$450.002	0.00	NM		4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 4 \$450.00 0.00															
E 4	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	--WTF--		:30	6	\$450.002	0.00	NM		6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 6 \$450.00 0.00															
E 5	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002	0.00	NM		6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 6 \$600.00 0.00															
E 6	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002	0.00	NM		4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 4 \$600.00 0.00															
E 7	KSNV	10/15/12	10/16/12	M-F Today Show II 3rd HOM M-F Today Show II	9-10a	MT-----		:30	2	\$275.002	0.00	NM		2	\$550.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 2 \$275.00 0.00															
E 8	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd HOM M-F Today Show II	9-10a	--WTF--		:30	3	\$275.002	0.00	NM		3	\$825.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 3 \$275.00 0.00															
E 9	KSNV	10/10/12	10/12/12	M-F Today Show III 4th HOM Today 4th Hour	10am-11am	--WTF--		:30	3	\$225.002	0.00	NM		3	\$675.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 3 \$225.00 0.00															
E 10	KSNV	10/15/12	10/16/12	M-F Today Show III 4th HOM Today 4th Hour	10am-11am	MT-----		:30	2	\$225.002	0.00	NM		2	\$450.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 11	KSNV	10/15/12	10/16/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 12	KSNV	10/10/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 3 \$225.00 0.00															
E 13	KSNV	10/10/12	10/12/12		CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

Order / Rev: 104403
Alt Order #: 06832083
Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 14	KSNV	10/15/12	10/16/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 15	KSNV	10/15/12	10/16/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 16	KSNV	10/10/12	10/12/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 17	KSNV	10/10/12	10/12/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 18	KSNV	10/15/12	10/16/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 19	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 20	KSNV	10/10/12	10/12/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 21	KSNV	10/10/12	10/12/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM		3	\$900.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 22	KSNV	10/15/12	10/16/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 23	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
				(4PM NEWS (1 hour))											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	MT-----											
E 24	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
				(4PM NEWS (1 hour))											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	--WTF--											
E 25	KSNV	10/10/12	10/12/12		CM	4-5pm	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00

Order / Rev: 104403
Alt Order #: 06832083
Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Order / R  v: 104403
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Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Order / Rev: 104403
Alt Order #: 06832083
Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
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Order / Rév: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 53	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002	0.00	NM	1	\$8,000.00
SNF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12 10/14/12 -----S 1 \$8,000.00 0.00														
E 54	KSNV	10/14/12	10/14/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.002	0.00	NM	1	\$6,500.00
NFL POSTGAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12 10/14/12 -----S 1 \$6,500.00 0.00														
E 55	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas GM	Sun 1135p-1200a	-----S	:30	1	\$200.002	0.00	NM	1	\$200.00	
SPORTS NIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12 10/14/12 -----S 1 \$200.00 0.00														
Totals													132	\$78,225.00